



Cate Ashmore

Dedicated to a Cause

Cate Ashmore is not the type of person you could easily forget: she's an engaging visionary, highly motivated and if you manage to pin her down at some point during her 14-hour day, you'd probably share a good belly laugh.

As a trainer and owner of Dedicated Training, Cate brings something fresh to business – an approach which focuses on people, not profit. And, while her 24/7 days often take a toll, the South African-born entrepreneur would have life no other way.

"I like to be busy. I've always worked multiple jobs, I know what I want in life and I am prepared to do what it takes to get there," she said.

So far the journey has been jam-packed. In between managing and working in four businesses with her husband Jim, Cate is also completing two degrees in learning design and learning management.

But, when you're in it for love rather than money, Cate tells me time flies.

"My last 12 years as an entrepreneur has been a hard slog – I started out working the equivalent of two and a half full-time jobs, but I am lucky enough to have a soul mate that has supported me the entire way," she said.

Always a go-getter, Cate worked as a facilitator in the training industry for a number of years before deciding the only way she could do things her way, was to do things her way.

"I've always wanted to put the client first, whether they're long-term unemployed, the manager of big company or a small business owner – to me their needs are paramount," she said.

With her business - which offers personal and professional development training programs - now more than two years old, Cate is well on her way to carving out this vision.

"If you can build someone's confidence and have them believe that they can make a difference, then they will achieve successful employment outcomes. It's about knowledge, skills and most importantly attitude," she said.

When asked about her greatest success, she offers the stories of others. For her, the biggest reward is a client's achievement.

One of her most recent feats involved development of a new program which came to fruition out of an unexpected invitation to the Northern Territory. Dedicated Training now runs programs specifically designed for indigenous clients in remote communities to help them gain the skills and confidence needed to join the workforce.

Hilton Cairns has been working with Cate in various capacities for the last three years. The director of human resources, Ms Tarita Neal speaks of her in the highest favour.

"Cate is an inspiration to everyone she works with, from the young, earnest trainees to directors like myself. She has exceptional customer focus and continues to break new boundaries with her training skills," she said.

While a business built on passion is constant hard work, there's plenty more on the horizon for Cate and her team of facilitators, who are also delivering courses in corporate team development and computer training.

"In business, it is essential to focus on personal growth as well as professional, and if this can be projected to the corporate world, we would be bettering the community." □